

FUJIFILM

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New

Digital Camera **FUJIFILM DX-7**



When Fujifilm's engineers set about creating the DX-7, they had a very simple but extremely demanding goal: No compromises, nothing missing. It would have to offer outstanding image quality, convenient handling and straightforward compatibility. And it would have to be affordable, too. It was quite a challenge, but they finally set the new benchmark — the digital camera that's in a class of its own.



THE STANDARD THAT OTHERS WILL BE MEASURED BY

HIGH QUALITY CAPTURE

350,000 Square Pixel CCD ¹

Along with the precision of 350,000 pixels in an array of 640 x 480 pixels, the DX-7 has the advantage of square pixels specially for a digital camera. They eliminate the bother of adjusting the ratio of horizontal and vertical dimensions when an image is input to a PC. The DX-7 also gives you the accuracy of an RGB color filter — the key to natural colors and minimal "noise."

Get the Light Right ²

The DX-7 is loaded with a range of automated features, but there's also a Manual Mode to adjust the nuances. It's especially useful when you need to alter the brightness or optimize the white balance in artificial light or at dusk, for example.

The Finishing Touches

The Digital Gamma Correction feature automatically adjusts the image while you're shooting. Even when there are highlights, you'll enjoy outstanding reproduction when you view your images on a monitor or use a digital printer for output.

The Lens Preferred by Pros

The DX-7 has a TV-Fujinon lens that experts have acclaimed for its performance in professional broadcast cameras. It combines a sharp, clear image with minimal chromatic aberration.

REVIEW AND CONFIRM

1.8-Inch Color LCD Monitor ³

With the 1.8-inch Color LCD Monitor, you can check a shot immediately to make sure it came out right. To extend the battery life, the monitor can be turned off when you're using the Optical Viewfinder.

What You See Is What You Get ⁴

The DX-7's Optical Viewfinder makes composition as comfortable and natural as it is with a 35 mm camera. It also minimizes shaking during a shot.

IMMEDIATE IMAGE ACCESS

Unlimited SmartMedia™ Card Storage

Images are recorded on a removable SmartMedia™ Card, so you can always replace one that's full. The innovative memory card is ultracompact and only 0.76 mm thick — amazing! And the DX-7 makes it easy to balance quality and quantity requirements by choosing the Normal Mode to capture 30 images or the Fine Mode for 22 shots on a 2MB card.

JPEG Compatibility

The DX-7 stores images in Fujifilm's original Exif format, which is based on the JPEG standard. With this compatibility, there's no problem transferring images to the most widely used PC applications.



When you pick up the DX-7, you'll be holding the future of photography. You'll have the quality of an advanced CCD with 350,000 square pixels. In addition to the Auto Mode, there are the Manual Mode and the Macro Mode to expand your creative horizons. You'll also be able to check your images on the 1.8-inch LCD monitor, and the data will be recorded on a removable SmartMedia™ Card.

The more you find out about the DX-7, the more you'll do with it. Because it's the start of a new day for photography . . . and for business, computer input and family fun.

Digital Camera FUJIFILM DX-7



Actual size

Connect Easily ⁵ ⁶

Add the optional PC Card Adapter PC-AD to download your images fast and easily. It's as simple as inserting the adapter in the PC Card slot in your notebook computer and slipping in the SmartMedia™ Card. In the near future, an optional Floppy Disk Adapter will also be available for input through your floppy disk drive. And there's a serial port, so you can link the camera directly to your PC and download images with the included software and RS-232C cable. Or you can use the video output terminal to display your images directly on a TV monitor.

PERFORMANCE MEETS STYLE

A Flash Mode for Every Situation ⁷

With the built-in Auto Flash on your side, you'll be ready for any light. And the four flash modes make success easy, including a mode that reduces the red-eye effect — a problem that ruins many flash portraits.

Closer Than Ever

The TV-Fujinon lens is suited to a broad range of subjects with coverage equivalent to the 38 mm range of a conventional camera. There's also a Macro Mode for extreme close-ups at F8 only 8 cm/3 in. from your subject. It's especially useful when you want to capture small subjects, even when they're only the size of a business card.

Just Turn the Mode Dial ⁸

Even though it has lots of sophisticated functions, the DX-7 is effortless to use. To select the Shooting Mode, Playback Mode, self-timer or other function, just turn the Mode Dial on the top of the camera. Beginners will like the simplicity, and experienced photographers will appreciate the convenience.

Copying Is a Breeze

Use the handy Copy Mode to duplicate a series of nine images on a SmartMedia™ Card and copy them to another one in the camera.

Varied Playback Modes ⁹

The DX-7 makes playback almost as creative as capturing an image. Particularly useful for business presentations, the modes include Single Frame, Auto, Nine-Shot Multi-Image Playback and 2x Zoom.

Keep-It-with-You Design

Even though it has an LCD Monitor, the DX-7 weighs only 250 g. Its stylish lines also contribute to its portability, so you can keep it at hand when you're on the move.

The slanted photos on these pages were taken with the DX-7.

SPECIFICATIONS

DIGITAL CAMERA FUJIFILM DX-7

CCD sensor	1/3-inch CCD with 350,000 square pixels			Digital interface	RS-232C
Resolution	640 × 480 pixels, 24-bit color			Video output	U model: NTSC (Live, Freeze, Playback) E model: PAL (Playback)
File format	JPEG (Exif)			LCD monitor	1.8-inch LCD monitor with on/off switch
Storage media	SmartMedia™ Card (3.3V and 5V)			Power source	4 AA batteries (alkaline/lithium/nickel-cadmium), AC adapter
Number of images	Mode	2MB	4MB	Dimensions	128 (W) × 70 (H) × 46 (D) mm/ 5.0 (W) × 2.8 (H) × 1.8 (D) in. (excluding accessories and protrusions)
	Normal	30	60		
	Fine	22	44		
Lens focal length	f = 5.7 mm (equivalent to 38 mm with a 35 mm camera)			Weight	Approx. 250 g/8.8 oz. (excluding hand-strap, batteries and SmartMedia™ Card)
Lens/Aperture	TV-Fujinon lens with 2 steps (F3.1/F8)			Other functions	Shooting: Auto, Manual, Self-Timer Playback: Single, Nine-Shot Multi-Image, 2× Zoom, Auto Play Copy: Continuous copying of up to 9 frames from one SmartMedia™ Card to another
Focus distance	20 cm/8 in. to infinity, Macro 8–21 cm/ 3–8 in. at F8 50 cm/20 in. to infinity, Macro 9–13 cm/ 3.5–5 in. at F3.1				
Sensitivity	Equivalent to ISO 150 (ISO 200 with flash)				
Exposure control	TTL Aperture-Priority AE			Included accessories	<ul style="list-style-type: none">• 2MB SmartMedia™ Card• 4 AA alkaline batteries• Serial cables for Windows® and Macintosh®• CD-ROM (interface software and PhotoEnhancer™) for Windows® and Macintosh®• Hand strap
White balance	Auto/Manual (4 modes)				
Shutter speeds	1/4~1/5,000 sec.				
Viewfinder	Reverse Galilean optical viewfinder				
Flash	Built-in Auto Flash with approx. 3.1 m/ 10 ft. range and light sensor control Modes: Auto (in dim light), Red-Eye Reduction, Fill-in, Flash Off				

Specifications are subject to change without notice.

OPTIONAL ACCESSORIES



SmartMedia™ Cards
MG-2 (2MB)
MG-4 (4MB)



AC Power Adapter
AC-5V



PC Card Adapter
PC-AD



Battery Charger with Battery
BK-68PF

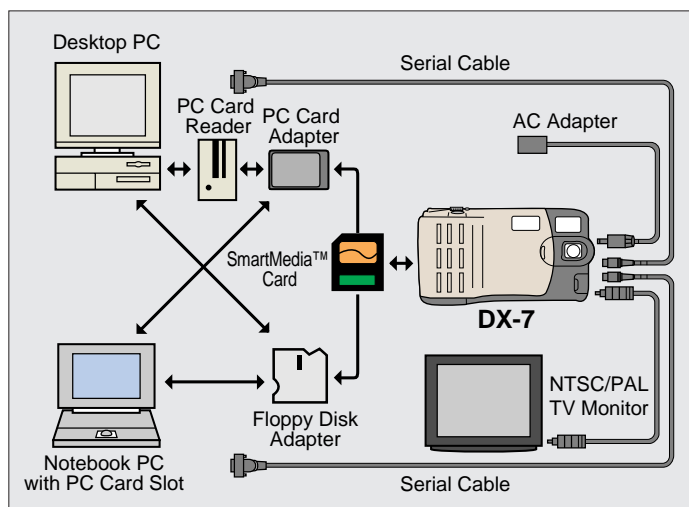


Soft Case
SC-DX7



Floppy Disk Adapter
FD-A1
(available soon)

SYSTEM CONFIGURATION



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